

TO INCREASE OUR EXPORTS

Objects and Progress to Date of the Export Association of Canada—Trade With Russia

In the early days of the war a few thoughtful Canadian business men began to foresee and discuss the far-reaching changes in the overseas trade which must follow the present great upheaval. These discussions centred in the office of Mr. G. M. Murray, secretary of the Canadian Manufacturers' Association, who himself believed that Canada should prepare and organize to claim a much larger share of the world's trade than she had had in the past. Two outstanding facts were clear.

In the first place, Canada has reached a somewhat crucial moment in her history. With her economic development retarded, her manufacturing capacity greatly in excess of the requirements of the home market, and her enormous interest falling due on borrowings, the only salvation for meeting her obligations and keeping her workpeople employed is to increase her export trade.

Canada and the United States.

In the second place, Canada, through the strategic position which she has established for herself in the war, will have new doors of trade opened for her which will give her opportunities she has never heretofore enjoyed. With Germany and Austria shut out of the allied markets, and a shortage of production in every European country, a very large volume of business must come to the North American continent, and Canada's big competitor must, after all, be the United States.

The problem then became: How should Canada organize her industrial forces to compete with the United States in world trade? Many of our industries suffer by comparison with the larger and wealthier sources of production across the line, but to offset this, Canadian products may have a tariff preference in allied countries after the war. In any case, it is not a time for Canadians to be hopeless or indifferent. It is rather a time to call forth all our energy and ingenuity to meet our great opportunity.

Company has been Incorporated.

After a thorough discussion, the opinion prevailed that a national (and to some extent co-operative) association should be organized, as an incorporated company, including among its shareholders representative firms in each line of industry, for the specific purpose of bringing to Canada important orders chiefly from the British Empire and the allied countries. It was felt that had such a business association existed, it might have been instrumental in securing for Canada a larger proportion of orders for war materials and equipment than had been placed here during the first six months of the war, but that the chief aim of the organization should be to prepare for the period following the war, when immense quantities of material will be required for reconstruction, and looking still further ahead, to secure for Canada a large and

permanent export business, when the world's trade settles into its new channels.

This is the object of the new association which has now taken its place among us under the name of the Export Association of Canada, Limited.

Offices have been Opened.

The forces behind the movement lost little time in accomplishing actual results. The head office for Canada was opened in the Eastern Townships Bank Building, Montreal, with Mr. R. J. Yonge, as joint general manager, while simultaneously Mr. F. C. Armstrong was appointed to a similar position in London where the association is already established in the Canadian Pacific Railway Buildings on Charing Cross.

Arrangements were also made to link up with established businesses in New Zealand and Australia whose Canadian representatives had recently ceased business, and thus save for Canada a valuable connection in both of these markets. These arrangements have been completed, and although the association was granted its charter less than 60 days ago, more than 50 shipments of Canadian goods have already been forwarded through its offices to Australasia.

Conferring with Governments.

The London office was opened last month, and negotiations are now proceeding with the representatives of the allied governments, as well as with a number of the large buying channels in London, where orders are placed for delivery in all parts of the world.

The association has been appointed to purchase goods in Canada for the agents of the British Crown colonies, and the Montreal office has already received a number of very important inquiries for quotation.

The association is preparing a special campaign for trade with Russia, in which a great deal of education and effort will be expended. Russia, with a population of 170,000,000, and few factories of her own, requires many classes of goods that are produced in Canada. Already the association has engaged on its permanent staff Mr. Bernitz, a native Russian, who is studying the capabilities of Canadian sources of production, so that he may go to Russia when the war is over with an intelligent knowledge of what Canada can supply.

To Strengthen Trade Relations.

The prime object of the association is not to serve its shareholders alone, but to strengthen every existing reliable connection for Canadian export trade. It will devote its attention to improve overseas transportation, and obtain equitable rates, and will bring its influence to bear to secure for Canada trade advantages and tariff preferences in other markets. It is also collecting tonnage for overseas, negotiating rates, etc., and thus becomes a clearing house for Canadian exporters. The present conditions in the export carrying trade are, of course, abnormal, and very difficult to deal with, but it is encouraging to know that an organization has been formed in Canada through which the united influence of all exporters can be persistently and firmly exerted.

In the very interesting work of putting this association on its feet 100 Canadian manufacturing firms are represented. They are the shareholders, and no doubt their number will be largely increased, as applications for stock are being regularly received from Canadian firms who are every day waking up to the enormous possibilities of the next few years.

Government has Encouraged Work.

The prime minister of Canada and the minister of trade and commerce have also encouraged the good work, while the heads of the large transportation companies in Canada have promised their friendly co-operation.

It is difficult to estimate the value to Canada of this great movement. We must provide work in Canada for a manufacturing population of more than 500,000 people. We must furnish employment for our soldiers who return from the war—and we must provide for placing our balance of trade on the right side, so that we may meet without difficulty the obligations which annually come due on our capital indebtedness. In assisting us to fulfil creditably all these duties, and in making known around the world the rich resources of Canada as a supply house for manufactured goods, as well as for grain, the Export Association of Canada has a most interesting part to play in the future welfare of the Dominion.

READING Prosperity and Peering the Outlook by Means of Statistics and Curves.

ALL THE IMPORTANT STATISTICS
— OF 1915, AND BEFORE. —

See *The Monetary Times Annual*

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PRICE 50c

No bids were received by Alberni, B.C., for an issue of \$34,300 6 per cent. 20-year bonds for electric light, water-works, etc.